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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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february

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january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING SUNDAY, MAY 2, 1954		
Sunday May 2 5:00 P.M. And May 3 4:00 P.M.	SHOWING OF FALL AND WINTER SHOES	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER BALLROOM
	Preview of shoe fashions for Fall and Winter, sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores. Co-Managers: Edward Atkins and Maxwell Fields. Commentator and fashion coordinator: Betty Green, Independent Retailers Syndicate. By invitation. Publicity and Production: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Sunday May 2- May 6	OPENING OF FALL SHOE COLLECTION	PAPPAGALLO SHOES	HOTEL McALPIN ROOM 553
	Pappagallo Shoes will present their Fall shoe collection. Contact: Ellen Lockwood, 1410 Broadway, WI. 7-6122.		
Monday May 3- May 4 10:30 A.M.	SHOWING OF FALL SHOE COLLECTION	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FLOOR
	Presentation of the Town & Country "Inter-Urban Shoe and Bag collection For Fall, 1954." By invitation. Contact: Mrs. Eleanor Howard, CH. 4-3620.		
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	The Lord & Taylor Awards--$1,000 each--will be presented at the Seventeenth Annual Luncheon. Price: $6.00. Contact: Mrs. Patricia Young, at Lord & Taylor. Public Relations: Rea Lubar, WI. 7-3300.		
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR	OOMPHIES, INC. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	"At Home And On The Go"--Oomphies presents Fall fashions in footwear. By invitation. Contact: Patricia Kannon at Oomphies, PE. 6-9444.		
Monday May 3 1:00 P.M. Luncheon	SUMMER MILLINERY DURING LUNCHEON	CESAR RUBIO (44 EAST 50TH ST.)	CARLTON HOUSE CARLTON ROOM
	Cesar Rubio will present Summer millinery. Jewels by Cartier. Contact: Headwaiter, TE. 8-3000. Carlton House Publ: Rasponi Assoc., TE. 8-8171.		
Tuesday May 3 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF SHOES FOR FALL AND WINTER	I. MILLER & SONS	350 FIFTH AVENUE SHOWROOM - SUITE 7101
	"The Exhibitionists on the 71st Floor"--open house to meet Miss Jerry Stutz, new director of Fashion Promotion Division and to view new Fall and Winter shoe fashion story. By invitation. Publ: Ruth Hammer, EL. 5-7872.		
Monday May 3- May 8	MACY'S ANNUAL SPRING FLOWER SHOW	MACY'S NEW YORK	FLOORS -- 1, 3, 8, 9
	The largest flower show ever presented free of charge to the public with Macy's display of more than 2 1/2 million specimen blooms from throughout the world. Publ: Barbara Gray, CH. 4-2000, Ext. 2431.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 3	OPENING: FALL AND WINTER SHOE COLLECTION	LA VALLE, INC.	632 BROADWAY SHOWROOM - 10TH FLOOR
	Highlights from the global fashion centers interpreted in the Fall and Winter shoe collection by La Valle. By appointment only. Publicity: Doris V. Beechman, 270 Park Avenue, PL. 5-0459.		
Beginning Monday May 3- May 31	SIGNATURE ORIGINAL SCARF BY SALLY VICTOR	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
	"Carnation for Mother", designed by Sally Victor -- May Signature Original scarf and handkerchief promotion. Publicity: Jo Kellerman, OR. 9-2330.		
Tuesday May 4 9:30 A.M. Breakfast	PREVIEW OF FALL "TOMMIES" PAJAMAS	KAYLON, INC.	180 MADISON AVENUE SHOWROOM - 5TH FLOOR
	Press showing of new Fall "Tommies" pajamas and Lounge Wear. By invitation. Publicity: Shirley F. Milton at Kaylon, MU. 9-6292.		
Tuesday May 4 10:00 A.M. Brunch	"HUNT" BREAKFAST WITH FASHIONS FROM IRELAND	IRISH CONSULATE GEN.; IRISH EXPORT PROM. BD.	SAVOY PLAZA HOTEL GOLD SUITE
	First presentation of Irene Gilbert's Fall and Winter couture fashions by the Consulate General of Ireland and the Irish Export Promotion Board. Also, ready-to-wear fashions on display to 3:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Tuesday May 4 11:30 A.M. Champagne	PRESS PREVIEW OF NEW FUR COLOR	GUNTHER JAECKEL	2ND FLOOR FUR SALON
	Preview for the press at the launching of a new fur color. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
Tuesday May 4 12:30 P.M. Luncheon	"CLIMATE CONTROL" FASHIONS AT LUNCHEON	PELLON CORP. (350 FIFTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	Pellon presents "Climate Control" with fashions by leading designers. Public by reservation; contact: EL. 5-3000. Pellon Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
Tuesday May 4 2:30 P.M.	KENN BARR OF CASINO SUMMER SEPARATES	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present "Summer Stock Separates" by Kenn Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday May 4 3:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR FASHIONS	WHITE STAG MFG. CO. (1407 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
	"The New Carriage Trade" -- preview for press and resident buyers of White Stag's new concept for Fall. By invitation only. Publicity: Gloria Gelfand at White Stag, BR. 9-1974.		
Tuesday May 4 3:30 P.M. Cocktails	PRESS PREVIEW: FALL COAT COLLECTION	LA VIGNA (512 SEVENTH AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
	La Vigna will present to the press their Fall collection of luxury fabric casual coats; also, introduction of new fabric to the luxury field. By invitation. Contact: Marion Cherry at Diamond-Barnett, MU. 2-7025.		
Beginning Tuesday May 4 3:30 P.M.	OPENING OF FALL COAT COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Showing of Sportleigh Hall coats for Fall at 3:30 P.M.-Tuesdays; 11:00 A.M. Thursdays. Fall suits at 2:30 P.M.-Mondays; 10:30 A.M.-Wednesdays. Contact: Tillie Smith, LO. 4-7832.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 5 10:00 A.M.	MILLINERY FASHIONS AT RACE TRACK	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.

A "feature handicap" of Summer hats by leading milliners, with fashion shows at Turf and Field Club at 12:30 P.M.; and at Club House at 1:00 P.M. Transportation from Millinery Fashion Bureau, 1450 B'way at 10:00 A.M. Press by invitation. Contact: Jennie Iorio or Babs Vierhaus, LO. 4-7800.

50th anniversary

Wednesday May 5 11:00 A.M.	OPENING OF BOUTIQUE & SHOWING OF COIFFURES	MARCEL	14 EAST 56TH STREET

Opening of Marcel's Boutique and a showing of Spring and Summer coiffures. By invitation only. Contact: Colette Combemale, PL. 5-2090.

Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

Arnold Constable will present their Summer designer fashions. Contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU.5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.

Wednesday May 5 2:30 P.M.	PREVIEW OF McCARDELL SWEATERS & RAINWEAR	CLAIRE McCARDELL ENTERPRISES	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR

Press preview of Claire McCardell's newest collections: sweaters, designed for Drake; and rainwear for Main Street. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY PREVIEW	MERRIMACK MFG. CO. (1450 BROADWAY)	MET. OPERA HOUSE BROADWAY AT 40TH ST.

Merrimack Mfg. Co. presents Fall velveteens and corduroys at first fashion show ever presented in Met. Opera House. Showing at 5:30 P.M. Admission by ticket. Contact: Ann Smith or Mildred Pfeifer, GR. 7-1755.

Thursday May 6 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	CLAIRE McCARDELL	HOTEL PLAZA PERSIAN ROOM

Claire McCardell presents her collection for Summer 1954. Fashions available to Lord & Taylor. Contact: Headwaiter, PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Friday May 7 11:00 A.M.	CHARLES JAMES PRESS PREVIEW	DRESSMAKER CASUALS WITH CHARLES JAMES	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR

Dressmaker Casuals with Charles James--press presentation of coats and suits. (Note Change of Date). By invitation. Publ.: Ruth Hammer, EL.5-7872.

May 9 MOTHER'S DAY. Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.

Postponed May 10 BERGDORF GOODMAN'S PREVIEW OF SUMMER FASHIONS, SCHEDULED FOR MAY 10 AT 11:00 A.M., HAS BEEN POSTPONED TO THURSDAY, MAY 13 AT 11:00 A.M. (See Pg.4)

Monday May 10 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FRENCH LEATHER GLOVES	FRENCH EXPOSITIONS IN THE U.S. INC.	610 FIFTH AVENUE ROOM 414

The Commercial Counselor to the French Embassy will present a collection of leather gloves by 21 leading French manufacturers. By invitation. Trade showings May 11 to May 14. Contact: Roland d'Albis, CO. 5-5676.

Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

Theme: "Now Is The Time To Pick Cotton"--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
	Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.		
Tuesday May 11 9:00 A.M. Breakfast	PREVIEW: FALL LINGERIE, INFANTS', CHILDREN'S WEAR	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
	"Carterama"--press preview of Carter's Fall and Winter lingerie, warmwear, infants', children's, men's and boys' wear. Showing: 9:30-10:30 A.M. Complete display before and after show. By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.		
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Breakfast preview of Ronnette's Fall coat collection. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.		
Tuesday May 11 11:00 A.M.	PREVIEW OF FALL FABRICS AND SWEATERS	LESUR, INC.	580 FIFTH AVENUE SHOWROOM - 7TH FLOOR
	Lesur will present a press showing of their imported fabrics and sweaters for Fall. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday May 11 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE	RUSSEKS FIFTH AVENUE	3RD FLOOR
	Russeks will present Summer cotton dresses by Suzy Perette. (Note Change of Date). Press invited. Open to public. Publ: Florence Lord, WI.7-1900.		
Tuesday May 11 3:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION	BARTIN OF CALIFORNIA (530 E. 8TH--LOS ANGELES)	HOTEL PIERRE
	Bartin of California will preview their Fall collection of separates and coordinates, including a new line of "After Five Separates". By invitation. Contact: Bob Rubinstein, OL. 2-9263.		
Wednesday May 12 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will present a showing of Summer Fashions, including active sportswear from Macy's "By The Sea" and dresses from the "Cotton Colony". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Wednesday May 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER SEPARATES	LEE MENICHETTI	WALDORF-ASTORIA EMPIRE ROOM
	"Summer Rhapsody"--new collection of sports and cocktail separates by Lee Menichetti, available at Lord & Taylor, Hattie Carnegie and Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter; EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000.		
Thursday May 13 11:00 A.M.	PRESS SHOWING OF SUMMER FASHIONS	BERGDORF GOODMAN	3RD FLOOR
	Bergford Goodman will preview their special Summer collection. (Note Change of Date). By invitation. Publicity: Florence Neff, PL. 3-7300.		
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
	National Home Fashions League will present their "Trail Blazer" Awards. Speaker: Hal Davis, Kenyon & Eckhardt. Price: $5.50 for members; $6.00 for guests. Contact: Josephine M. Brush, 141 E. 44th St., MU. 7-8122.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 13 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION	SMARTEE, INC. (1384 BROADWAY)	STORK CLUB 3 EAST 53RD STREET
	"Top Glamour"--preview of Smartee's new line of Fall blouses. By invitation only. Publicity: Pauline Parker at Maybruck Assoc., LE. 2-9994.		
Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
	"Fashion Goes International"--presented by students of The Laboratory Institute of Merchandizing for Nat'l Arthritis Foundation. Price: $3.00; contact: MU. 8-4360. Contact: Frieda Curtis, Dean, 45 W. 34 St., CH.4-5288.		
Monday May 17 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
	"Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. By appointment. Publicity: Ken R. Williams, JU. 6-8217.		
Beginning Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Adele Simpson will present her Fall collection at 10:00 A.M. daily. By appointment. Contact: Beatrice Cannon, LA. 4-7626.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

TUESDAY, MAY 18		
J L F Original, Inc.	10:30 A.M.	1372 Bway, WI. 7-3200
Horwitz & Duberman, Inc.	10:30 A.M. and 3:00 P.M.	498 7th, LO. 4-1860
Parnis-Livingston, Inc.	12:00 Noon	530 7th, BR. 9-5012
WEDNESDAY, MAY 19		
Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA. 4-7540
THURSDAY, MAY 20		
David Levine Co.	10:30 A.M. and 2:30 P.M.	530 7th, LA. 4-0237
Grabois	1:15 P.M. and 4:00 P.M.	498 7th, CH. 4-2767
MONDAY, MAY 24		
Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
TUESDAY, MAY 25		
A. Goodman & Co., Inc.	10:30 A.M. and 1:30 P.M.	530 7th, WI. 7-4077
International Dress Co.	2:00 P.M.	1400 Bway, LA. 4-7100
Ben Barrack, Inc.	Continuous Daily	533 7th, LO. 4-3923
WEDNESDAY, MAY 26		
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
Rudolf Gowns	1:15 P.M.	530 7th, WI. 7-6865
Larry Aldrich, Co., Inc	2:30 P.M.	530 7th, CH. 4-1872
THURSDAY, MAY 27		
Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
FRIDAY, MAY 28		
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
TUESDAY, JUNE 1		
Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
WEDNESDAY, JUNE 2		
Martin Simon, Inc.	Continuous daily	498 7th, LA. 4-2877
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH. 4-1542
Harvey Berin, Ltd.	1:00 P.M. and 4:00 P.M.	530 7th, PE. 6-0206
Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL. 7-3465
THURSDAY, JUNE 3		
Nat Kaplan, Inc.	1:15; Thereafter 10:30; 1:15; 4:00	498 7th, LO. 5-4115

Contact: Leonard W. Gendler, Exec. Sec., 1440 B'way, CH. 4-6945.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 18	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
10:30 A.M.	Press showing of the Christian Dior-New York 1954 Fall and Winter collection at 10:30 A.M. Trade showing at 2:30 P.M. Admission by invitation only.		
Tuesday May 18	FASHION SHOWING BY STUDENTS	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
3:30 P.M.; 9:00 P.M.	Fashion collection designed and executed by students of the Fashion Design Department at 3:30 P.M. (Price: $1.00) and 9:00 P.M. (Price $2.00). Contact: Barbara Quay at Parsons, 136 E. 57th St., PL. 8-2943.		
Tuesday May 18	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	HOTEL GOTHAM BALLROOM
4:00 P.M. Cocktails	Press showing of Hannah Troy's Fall collection. By invitation. Daily trade showings at 1:00 P.M., beginning Wed., May 26 at 530 Seventh Ave. Publicity: Gladys Steiner at Lester Harrison, Inc., MU. 9-1630.		
Beginning Tuesday May 18	OPENING OF FALL COLLECTION	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FLOOR
	Doreen Original will present their Fall collection of blouses, skirts and coordinated separates, designed by Miss Doreen. Contact: WI. 7-0064.		
Wednesday May 19	PRESS PREVIEW OF FALL COLLECTION	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
4:00 P.M. Cocktails	Grabois will invite the press to preview their Fall fashions, designed by Zelma Golden. By invitation. Trade shows, beginning Thurs., May 20, at 1:15 and 4:00 P.M. Publ.: Gladys Steiner at Lester Harrison, MU. 9-1630.		
Thursday May 20	PRESS PREVIEW: FALL COAT COLLECTION	LEDERMAN BROTHERS (230 WEST 38TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
9:30 A.M. Breakfast	Preview of Lederman's Fall coat collection, including pure cashmeres, camel hair, fleeces -- all luxury-loomed by Einiger. By invitation only. Publ.: Joel Ettinger, Ettinger Adv. Agency, 38 E. 57th St., PL. 1-0750.		
Thursday May 20	PREVIEW OF FALL SPORTSWEAR COLLECTION	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
12:00 Noon Luncheon	Preview of Fall separates and dresses, designed by Melba Hobson. By invitation. Daily trade luncheons beginning Tues., June 1 at 12:00 Noon. Publ: Sidney Dee Bloeme, JU. 6-4490.		
Thursday May 20	PREVIEW OF FALL SEPARATES COLLECTION	ARLE, INC.	1407 CLUB 1407 BROADWAY
3:30 P.M. Tea	Arle will show their separates for Fall, designed by Mary Blair. By invitation. Continuous showings thereafter at showroom, 491 Seventh Avenue. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Friday May 21	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
12:15 P.M. Luncheon	Co-Chairmen: Margaret Hockaway and Fay Hines. Price: $5.25 for members; $5.50 for guests. Contact: The Fashion Group, CI. 7-3940.		
Sunday May 23-May 29	ANNUAL NATIONAL SUNGLASS WEEK	L. J. HOUZE CONVEX GLASS COMPANY	THROUGHOUT THE COUNTRY
	Publicity: Gar Schmitt, Tyndall Associates, 50 E. 42nd St., MU. 2-3558.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 24 12:00 Noon Box Lunch	FALL DRESSES AND SEPARATES FOR JUNIORS	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Opening of Lanz Originals Fall collection of dresses and separates for juniors, including back-to-school fashions. Showings at 12:30 P.M. daily. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.		
Monday May 24 1:15 P.M.	PRESS PREVIEW OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Oleg Cassini will present his Fall collection to the press at 1:15 P.M. By invitation. Trade showings beginning Wed., June 2 at 1:15 P.M. daily. Publicity: Alfred Davidson Assoc., 15 E. 55th St., PL. 5-0868.		
Monday May 24 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Mme. Eleanora Garnett will present her complete Fall collection flown from her workrooms in Rome. For press and buyers, by invitation only. Publicity: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.		
Monday May 24 June 11	OPENING OF FALL COUTURIER COLLECTION	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1506
	Edith Small of California will present her couturier designed daytime and after-five suits, costumes, cocktail and evening dresses. By appointment only. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354.		
Tuesday May 25 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
	"Fall--In Love" press preview of Seymour Fox's Fall coat and suit collection. By invitation, Trade showings beginning Tues., June 1 at 10:00 A.M. Contact: Sally McKay at Seymour Fox, LO. 4-3246.		
Tuesday May 25 11:00 A.M.	PRESS PREVIEW OF FALL DRESS COLLECTION	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin will present his advance Fall collection at a preview for press and buyers. By invitation. Trade showings beginning Wed., May 26 at 10:30 A.M. and 2:30 P.M. Publicity: Viola Shefer, PL. 3-3173.		
Beginning Tuesday May 25 11:30 A.M.	OPENING OF FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mignon will present their Fall collection of afternoon and cocktail dresses at 11:30 A.M. and 3:30 P.M. Contact: Florence Farmer, BR.9-5991.		
Tuesday May 25 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR FASHIONS	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.		
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.		
Tuesday May 25 3:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 11TH FLOOR
	Preview for press and resident buyers of Fall collection, designed by Jean Mersel. By invitation. Contact: Emily Ryan, BR. 9-8122.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Donald Dress will preview their Fall collection. By invitation. Trade showings, beginning Tues., June 1, at 12:00 Noon (luncheon). Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Tuesday May 25 4:00 P.M. Cocktails	"FROM THE LOOMS OF NEW ENGLAND"	NATIONAL ASS'N COTTON MFRS.	WALDORF-ASTORIA EMPIRE ROOM
	At the 100th Anniversary celebration, the NACM presents a special collection of dresses and gowns made by the world's top designers from fabrics woven entirely by New England mills, including: Hathaway, Berkshire, Wamsutta, Exeter, Newmarket, Merrimack, Skinner, Cheney, Millville, Chicopee, Goodall Sanford, Ponemah. By reservation. Publicity: Mildred L. Albert, Promotions, Inc., 175 Tremont St., Boston 11, Mass., Liberty 2-6358.		
Tuesday May 25 4:00 P.M. Cocktails	PREVIEW OF FALL COATS AND SUITS	HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	The House of Swansdown will invite the press to preview their Fall coat and suit collection. By invitation. Publicity: Lois Weber, at Rogers & Cowan, 624 Madison Ave., PL. 3-0164.		
Tuesday May 25 4:30 P.M.	PREVIEW OF FALL SUIT COLLECTION	DAVID CRYSTAL & LADY NORTHCOOL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Presentation of Lady Northcool and David Crystal Fall suit collection. By invitation. Showings daily thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.		
Wednesday May 26 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Abe Schrader will present a preview showing of his Fall collection. By invitation. Trade showings beginning Tues., June 1 at 11:30 A.M. and 3:30 P.M. daily. Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.		
Beginning Wednesday May 26 10:30 A.M.	OPENING OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
	Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. Publ.: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Wednesday May 26 10:30 A.M.	PREVIEW OF FALL COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Arthur Jablow will present his Fall collection of coats and suits to buyers and press. Daily showings for 2 weeks thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.		
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Showing of Seymour Jacobson's Fall collection for press and resident buying offices. By invitation. Trade showings beginning Thurs., June 3 at 12:00 Noon daily. Contact: CH. 4-3488.		
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	THE BLOOMFIELD CO.	1407 CLUB 1407 BROADWAY
	The Bloomfield Company will present their 50th Anniversary collection of Fall dresses for juniors, misses, half-sizes and women. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 26 4:30 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showing of Pauline Trigere's Fall collection at 4:30 P.M.; also, on Tues., June 1 at 2:30 P.M. and daily thereafter. By reservation. Contact: Cecille Gordon, LO. 3-1600.		
Thursday May 27 10:00 A.M. Coffee	PREVIEW OF FALL COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Richard Cole will preview his Fall collection to the press at 10:00 A.M. By invitation. Daily trade showings, beginning Thurs., June 3 at 1:00 P.M. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Thursday May 27 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
	Jerry Parnis will present her Fall dress collection. By invitation. Daily showings thereafter at 2:30 P.M. Publ.: Mildred Kaldor,347 5th, MU. 9-5420.		
Thursday May 27 4:00 P.M. Cocktails	NEW DEVELOPMENT IN MACHINE EMBROIDERY	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Coats & Clark, Inc., in cooperation with sewing machine, stamped goods, and hot iron transfer pattern manufacturers, present the latest developments in machine embroidery for fashion and household use. By invitation only. Publicity: Joseph Tinkel, at Coats & Clark, PL. 3-8700.		
Thursday May 27 5:00 P.M.	COUTURE AND BOUTIQUE COLLECTIONS FOR FALL	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Preview of Jane Derby's Fall collections including couture and boutique. By invitation. Trade showings; 10:30 A.M.-May 28, June 1,3,8,10,15,17. Contact: Estelle Marr, Pl. 5-1830. Publ.: Eleanor Lambert, MU. 8-2130.		
May 31	MEMORIAL DAY (Sunday, May 30) -- Legal Holiday Celebrated On Monday.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

TUESDAY, JUNE 1
Star-Maid Dresses . . .10:30 A.M. . . . . .498 7th, PE. 6-0444

WEDNESDAY, JUNE 2
Davidow . . . . . .10:30 A.M. . . . . .550 7th, PE. 6-6909
David M. Goodstein. . .10:30 A.M. . . . . .550 7th, LA. 4-2577
Kane-Weill. . . . . .10:30 A.M. . . . . .498 7th, LO. 5-3041
Sport-Craft, Inc. . . .2:30; (Thereafter 10:30 & 2:30). .550 7th, LA. 4-9724

THURSDAY, JUNE 3
Adler & Adler, Inc. . .10:30 A.M. . . . . .550 7th, BR. 9-9600
Zoltan Rosenberg. . . . 2:30 P.M. . (By appointment). . .550 7th, LA. 4-6691

Beginning Tuesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay will present their Fall collection at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Tuesday June 1 4:00 P.M.	FALL FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE	FASHION INST. OF TECH. 225 WEST 24TH STREET
	"Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM-7TH FLOOR
	Rossino and Angela will present their Fall collection daily. By appointment. Contact: PL. 5-9135.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	MARY BLACK	18 EAST 50TH STREET
	Mary Black will present her Fall collection of daytime, cocktail and evening fashions at continuous daily showings. By reservation. Contact: Miss Mady, PL. 8-2014.		
Wednesday June 2 9:30 A.M. And 2:30 P.M.	EIGHTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL BILTMORE BALLROOM
	"Mademoiselle" preview of back-to-school fashions from the August College issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.		
Wednesday June 2 11:00 A.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Beginning Tuesday, June 8, at 11:00 A.M. only, trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.		
Beginning Wednesday June 2 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Fall and Winter collection of coats and suits by Willi at 11:45 A.M. daily. By appointment. Contact: LO. 4-9595.		
Wednesday June 2 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW	KLEINERT'S (485 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM
	"Mama Knows Best"--Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publ.: Virginia MacAuley at Kleinert's, MU. 2-8891.		
Wednesday June 2 12:30 P.M. Luncheon	SHOE FASHIONS IN CALF LEATHER	CALF LEATHER DIVISION-TANNERS' COUNCIL	SAVOY PLAZA HOTEL CRYSTAL ROOM
	"Calf Leather Roundup"--press preview of topical and year-round shoe fashions in Sky-Weight Calfskins. By invitation. Publicity: Ruth Kerr Fries, MU. 5-3444.		
Wednesday June 2 1:15 P.M.	PRESS PREVIEW OF FALL COLLECTION	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
	Kenneth Tischler will present the Fall collection of dresses and coordinated sportswear, designed by Donald Brooks. By invitation. Trade showings daily thereafter at 1:15 P.M. Contact: Eleanor Schrader, LO. 5-7720.		
Beginning Wednesday June 2 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Ceil Chapman's Fall collection at 2:30 P.M. daily. (Note Change of Date). Publicity: Alto Schifrine, LA. 4-5800.		
Beginning Wednesday June 2 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview of David Crystal's Fall dress collection, with showings daily there after at 10:30 & 2:30. Publicity: Terry Mayer at David Crystal, BR. 9-6560.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 2 4:15 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Plattry County Wear will present their Fall collection of sportswear and separates, designed by Greta Plattry at a preview for press and buyers. By invitation. Continuous daily showings thereafter, 498 Seventh Ave., 4th Floor, showroom. Publ.: Margaret Hodge, BR. 9-4824 or PE. 6-8680.		
Thursday June 3 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms, advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.		
Thursday June 3 11:30 A.M.	PREVIEW OF FALL COLLECTION	J. R. McMULLEN CO.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
	McMullen's Fall collection, including dark cottons, designed by Claire Smith will be presented at 11:30 A.M. By invitation only. Showings daily thereafter at 2:30 P.M. Contact: Jane Ernst at McMullen, MU. 3-9560.		
Thursday June 3 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum's preview of her Fall couture collection of daytime, cocktail and evening fashions. By invitation. Contact: CI. 7-3060.		
Thursday June 3 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Sportsmaker will present a press preview of Brigance's Fall collection of blouses, separates and dresses for Fall. By invitation. Trade showings at 2:30 P.M. beginning Mon., June 7. Contact: Julie Isles, LO. 3-1534.		
Thursday June 3 2:30 P.M.	OPENING OF FALL COLLECTION	CLARE POTTER INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Clare Potter will present her Fall collection, with daily showings for two weeks thereafter at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.		
Thursday June 3 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DAN KELLER CO. INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Dan Keller will present their Fall collection of casual dresses at a preview for press and buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-4824 or LO. 5-5280.		
Thursday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION BY KASPER	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Preview of Fall dresses, suits and cocktail fashions by Kasper for Arnold & Fox. By invitation. Contact: CH. 4-3914.		
Friday June 4 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	Presentation of B. H. Wragge's collection for Fall. By invitation. Publicity: Marian Mitchell at B. H. Wragge, WI. 7-4968.		
Beginning Friday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
	Showing of Fall Separables by Sam Friedlander, in addition to cocktail and evening fashions. Daily showings at 4:00 P.M. for 2 weeks thereafter. Contact: Agatha Phillips, PE. 6-2663.		